



Date: December 16, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending December 16, 2005

This *City Report* highlights various activities for the week ending December 16, 2005. I hope you will find this information useful. Due to the holidays, the next *City Report* will be published on January 6. I'd like to take this opportunity to wish each of you a joyful holiday season.

EMERGENCY PREPAREDNESS TIP #14

Personal Preparedness: Be in the Know! Five Days of Self-Reliance!

Give the Gift of Personal Preparedness During the Holidays! Emergencies can strike at any time and what greater gift can you give to your loved ones, including your pets? Through the Greater Long Beach Red Cross website www.greaterlongbeachrc.com, you can purchase emergency supply kits. Prepare, not for you, but for your family. Disaster survival kits for big groups, families, individuals and pets are available. Call 595-6341 for details.

For previous tips and a complete guide to planning and preparation for an emergency, visit www.longbeach.gov.

MAJOR WEEKLY HIGHLIGHTS

Fire

Nineteen recruits, 18 men and one woman, graduated from the Recruit Firefighter Academy on December 10. The recruits completed a 14-week Academy including Emergency Medical Training (EMT), fire behavior, ventilation, hose evolutions and rescue procedures. The graduation ceremony featured demonstrations of the skills and techniques learned during the Academy. The new Firefighters will serve a one-year probation period at one of the City's 23 fire stations.

Library Services

Dr. Sally Ride, first American woman astronaut, spoke to more than 250 people, many of them young girls, at the Friends of the Library Blanche Collins Forum on Saturday, December 10. Dr. Ride has created the Sally Ride Science Organization to empower young women to explore the world of science. As a result of her appearance here in Long Beach, Ms. Ride hopes to expand her programming in libraries nationwide.

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UPCOMING EVENTS AND PROJECTS

HIP IS HERE: Shop Long Beach!

Holiday Shopping? It's all here in Long Beach at small businesses in your neighborhood. Log on to www.hipishere.com to check out the specialty shops and services located right in your own backyard. Money spent in the city, stays in the city.

Fire

The *Spark of Love* toy drive continues in full swing. This season the department expects to distribute toys to 500 deserving families. Toy donations are accepted at all Fire and Lifeguard facilities and at many private sites displaying the *Spark of Love* collection box. Upcoming special events include:

Bring an unwrapped toy when you visit the Aquarium of the Pacific on **Saturday, December 17** from 9:00 a.m. - 5:00 p.m. Visitors that bring an unwrapped toy will receive \$5.00 off one regular admission.

Attend the Ice Dogs game on **Saturday, December 17** and bring one unwrapped present to receive one free ticket to a January game. Call 570.2512.

On **Sunday, December 18**, patrons that bring a new unwrapped toy to benefit the toy drive will receive one complimentary child's meal at Gladstone's Long Beach. The brunch event is from 10:00 a.m.- 2:00 p.m.

This past week toy collection events were held at The Silver Fox lounge, a Chamber of Commerce Mixer at the Queen Mary, and an event featuring Santa Claus and antique fire apparatus at Gladstone's Restaurant.

Public Works, Fleet Services Bureau

Beginning **December 16** and continuing through January 6, 2006, the Long Beach Towing Operations and Lien Sales Division will display vehicles destroyed in accidents to encourage drivers not to drink and drive over the holiday season.

Parks, Recreation and Marine, Community Recreation Programs Bureau

On **Saturday, December 17**, Martin Luther King, Jr. Park will host its annual *Winter Wonderland*, from 10:00 a.m. to 4:00 p.m. This event will feature a variety of holiday activities and music.

AWARDS

Fire

Thirteen Fire Department employees were honored on December 9 in a Promotion Ceremony. The promotions included a Deputy Chief, an Assistant Chief, a Battalion Chief, three Captains, a Fire Boat Operator, five Engineers and a Communications Dispatcher. Each employee received a new badge signifying his or her new position. In addition, two Fire Engineers were honored for their 40 years of service with the City, one employee for 35 years, and nine other safety employees for 25 years of service.

PUBLIC SAFETY

Library Services

The Long Beach Public Library launched its *Operation Identification* Program on December 7. The Greater Long Beach Foundation's Public Safety Fund provided funds to the Long Beach Library Foundation to purchase 25 Dremel engravers that will be available for the public to check out and use for property identification. Engravers will be used to I.D. personal property by conspicuously marking valuables with a California Driver License number. *Operation Identification* facilitates the return of stolen property when it is recovered. For more information, call 570.7500.

Fire

The Fire Department responded to a total of 1,650 emergency calls for service: 163 calls for fires, of which 21 involved structures; and 736 emergency medical calls, of which 524 required paramedics.

Health and Human Services

On December 5 and 12, the National Conference for Community and Justice (NCCJ) conducted diversity training for the Nursing Division. More than 50 staff members attended the trainings, which included tips for good communication, information on culture, stereotypes, prejudice, oppression, and group activities. The purpose of the training was to help participants explore cultural issues that impact interactions with the department and its clients.

On December 9, ten CSULB nursing students completed a semester rotation in Public Health. Each semester, groups of senior nursing students rotate through the department as part of their education for their Public Health Nurse certification. This semester they completed an assessment of Census Tract 5758, identified health concerns for residents in this area, and conducted a health education session on the importance of screenings for breast and prostate cancer.

The Healthy Active Long Beach Program, providing students with nutritional information and life-long positive eating habits, was presented at the Children's Clinic on December 8. On December 12-15, the Program conducted presentations for an after-school program at Hamilton Middle School.

NEIGHBORHOODS

Community Development, Neighborhood Services

The *Winter Potluck Mixer* for neighborhood groups and residents was held on December 12. More than 30 residents attended, including youth from Cabrillo High School representing the campus program, *Peace Mentors*. Several graduates of the Bureau's nationally recognized Neighborhood Leadership program shared the positive experiences they had while participating in the program. Videos featuring Neighborhood Leadership Program activities were shown throughout the evening. The evening concluded with live entertainment by two residents volunteering their professional talents on violin and guitar.

NEIGHBORHOODS (continued)

Community Development, Neighborhood Services

On December 13, staff supported the Central Neighborhood Advisory Committee with a holiday event that was held at Burnett Elementary School in the Central Neighborhood Improvement Strategy Area. Approximately 220 residents saw the folklorico and Polynesian dancing. Santa Claus distributed 148 gifts to children in the neighborhood. Local residents and businesses donated gifts and food.

Library Services

More than 700 Long Beach children participated in the Library's Fall 2005 *Food For Thought* partnership program. Sponsored by In 'N Out Burgers, public libraries in southern California participated in the reading program where children ages two through 12, who read or listen to at least five books during the six-week fall program, earn a gift coupon for free food at any In 'N Out location.

Fire

On December 14, Long Beach Fire Ambassadors and Engine 17 visited Tucker Elementary to teach third grade students the importance of fire safety. Students went through the Fire Safety House.

Parks, Recreation and Marine, Planning and Development Bureau

Renovations at Blair Field are complete. New window glass has been installed in the locker rooms, the window frames have been painted, new handrails and steps have been installed in the dugouts, the entry plaza has new decorative concrete surfacing, and the ticket booths have new brick facades matching the rest of the entry plaza.

Parks, Recreation and Marine, Planning and Development Bureau

Concrete walkways around the playground have been poured and the colored glass ribbons and shells are 50 percent complete at the new Grace Park at the corner of Plymouth Street and Elm Avenue. Frames for the raised planting beds in the community garden on the east side of Elm Avenue have been installed and asphalt repairs in the parking area on Plymouth Street are complete.

Concrete wall footings are complete in the men and women's shower areas at the pool in Silverado Park. Framing, rough plumbing, and electrical work are continuing in the locker rooms. The T-bar ceiling is complete over the entire pool, four roof vents have been installed, and rough electrical and HVAC ducting are complete.

Construction began on December 5, at Martin Luther King, Jr. Park pool, with demolition of the handball court and surrounding landscaping in the southwest corner of the park near 19th Street and Lemon Avenue.

Temporary fencing has been installed and demolition begun on the community center in Admiral Kidd Park. The mural that was on the outside of the existing building has been moved into storage and will be reinstalled on the new building.

REDEVELOPMENT

Community Development, Redevelopment

On December 12, the Redevelopment Agency approved a Disposition and Development Agreement (DDA) with Willmore City Heritage Association for the sale of property at 419 – 421 Daisy Avenue in the Central Long Beach Redevelopment Project Area. The DDA was subsequently approved by City Council on December 13. The Developer will relocate the 2,000-square foot historic home that was previously located at 249 Maine Avenue, on the Cesar Chavez School site, and is currently situated at 624 West Third Street. The Developer will renovate the house on its new location at 419-421 Daisy Avenue, within the Drake Park/Willmore City Historic District, add a two-car garage, and re-sell the restored property.

Community Development, Redevelopment

On December 12, the Redevelopment Agency approved a Disposition and Development Agreement (DDA) with Lennar Long Beach Promenade Partners, LLC for the development of The Promenade site south of Broadway and north of the amphitheater in the Downtown Long Beach Redevelopment Project Area. The Developer will construct 62 for-sale residential units consisting of 14 three-bedroom townhouses and 48 flats with one to three bedrooms. There will also be 4,333 square feet of first-floor retail space for small stores. The project has a total of 144 parking spaces, 29 of which will be available to the general public.

The Redevelopment Agency presented its newly developed Communications and Public Outreach Plan (Plan) to the Redevelopment Agency Board this week. The Board agreed to receive and file the document. The Plan will guide the Agency's efforts to increase and improve communications with key audiences and help educate the public on the need for, and benefits of, redevelopment in Long Beach. The Plan will be presented to the Project Area Committees in January for their comments and suggestions. It is also available to the public at <http://rda.longbeach.gov> under RDA documents.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Enrichment Programs Bureau

The Christmas Open House at Rancho Los Cerritos was held on December 11. Sponsored by Friends of Rancho Los Cerritos, more than 715 visitors attended the free Open House, which featured holiday customs and music reflective of both Mexican and American California in the 19th century. Students from Wilson High School performed a scene from the Pastorela, and Rancho volunteers provided storytelling, tours of the decorated adobe, piñatas, crafts for children, and light refreshments. Students from the Jordan High School Key Club also assisted with craft activities.

Parks, Recreation and Marine, Community Recreation Programs

On December 15, Cesar E. Chavez Park hosted its annual *Pictures with Santa*, a collaborative community project. Approximately 500 community members benefited from this event.

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SPECIAL EVENTS

Fire and Parks, Recreation and Marine

The annual Daisy Lane Christmas Parade, with an estimated attendance of 2,000, was held on Daisy Lane between Pacific Coast Highway and Burnett Street on December 10. Fire units from Station 13 and Station 7 participated in the 52nd Daisy Parade. The parade concluded with Santa Claus riding atop Fire Engine 13.

Parks, Recreation and Marine, Special Events and Filming

The annual *Parade of 1,000 Lights* boat parade, with an estimated attendance of 500, was held at Shoreline Harbor on December 10.

MTV Networks, with a cast and crew of 14, filmed a TV show *Date My Mom* at Aquarium Way Dock 4 and 4242 Pine Avenue, on December 12.

OTHER ITEMS OF NOTE

Public Works, Fleet Services and Police

On December 3 and December 10, staff assisted LBPD in keeping streets clear for the Belmont Shore and Daisy Lane Parades. Although few tows were performed on the parade routes, the tow vehicles were staged early in the day to assist with any towing issues as needed.

On December 11, division staff provided towing support to the LBPD during its Vehicle Abatement Program. The program targeted the area bordered by the Long Beach border on the west, Cherry Avenue on the east, Anaheim Street on the south and Pacific Coast Hwy. on the north. The operation netted 60 vehicles towed for abatement violations (CVC 22669- abandoned vehicles).

The Division provided towing assistance to LBPD during a DUI Checkpoint on December 16.

Long Beach Gas & Oil, Gas Services Bureau

From December 4 through December 10, staff completed a total of 3,139 service calls. This total included 962 Gas and Water Utility Turn Ons, and 495 Turn Offs. During this period, 1,507 Customer Service Orders were completed for services, which included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 175 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 1,068 emergency phone calls that resulted in 179 emergency orders being sent out.

Public Works, Street Improvements

Contact: 570.5160

Del Amo Blvd. Los Angeles River to Long Beach Blvd.

Artesia Blvd. West of Long Beach Blvd. to Harbor St.

7th Street Junipero Ave. and Redondo Ave.

Estimated Completion: December 2005

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OTHER ITEMS OF NOTE (continued)

Public Works, Street Improvements

Contact: 570.5160

Anaheim St. St. Louis Ave. to Obispo

Estimated Completion: January 2006

Public Works, Street Improvements

Contact: 570.5160

Atlantic Ave. North of Artesia Blvd. to a point North of 68th St.

Cherry Ave. North of Artesia Blvd. to 70th St.

Artesia Blvd. East of Obispo Ave. to Downey Ave.

Estimated Completion: February 2006

Long Beach Water, Alley Service Lateral Conversion

Contact: 570. 2326

Cedar Ave. E. Burnett St. to Hill St.

Chestnut Ave. E. Burnett St. to Hill St.

Pasadena Ave. E. Burnett St. to Pacific Electric Railroad

Linden Ave. E. Burnett St. to 25th Way

Estimated Completion: April 2006

Long Beach Gas and Oil, Rebuilding of Gas Regulator Station

Contact: 570.2060

Quincy Ave. and Vista St.

Estimated Completion: December 27, 2005

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

71st Way

Atlantic Place and Eastondale Ave.

Myrtle Ave. and Orange Ave.

72nd and Myrtle Ave.

Estimated Completion: January 27, 2006

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager
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